

PB# 77-29

**Photo Service, Inc.
(Denied)**

77-29

Photo Service
Nelson Pothauer

77-29

Photo Service
Nelson Coburn

denied 4/22/77
SH.
filed with T.C. office
7/17/77 11:30am

TOWN OF NEW WINDSOR PLANNING BOARD

APPLICATION FOR SITE PLAN APPROVAL

Name PHOTO SCRU INC.

Address 1 PADANARAN RD. DANBURY CT

1. Owner of the property MARTIN KENNEDY (SQUIRE SHOP CENTER)

2. Location of the property: RT 94

3. Zone area NC

4. Nature of business: PHOTO BOOTH

5. Lot size: Front _____ Rear _____ Depth _____

6. Building setbacks: Front yard _____ Rear yard _____

Side yards _____

7. Dimensions of new building 4' x 8'

Addition _____

If addition, state front, side, rear of existing structure:

I do hereby affirm that all fees, permits and charges applicable under the laws and ordinances of the State of New York and the Town of New Windsor will be paid and that any expenses for advertising of public hearing or meetings will be paid. Also, any legal or engineering fees for review of this project.

Signed: _____

(APPLICANT)

Maps Required for:

Planning Board
Highway Dept.
Sanitation Dept.
Water Dept.
County Planning Board
Building Inspector

Action of the Zoning Board of Appeals

denied 6/22/77

TOWN OF NEW WINDESOR PLANNING BOARD

APPLICATION FOR SITE PLAN APPROVAL

Photo Plaza, Inc.

Address 1240 Main Avenue, Clifton, N.J. 07015

1. Owner of the property Windsor Building Supplies Co.

2. Location of the property: Southeast corner of
intersection of Forge Hill Road and Route 32

3. Zoning area C District - Design Shopping

4. Nature of business: Receipt of film for developing and
sale of film and flashbulbs.

Lot Area: Front ±320' Rear ±360' Depth ±400'

5. Building setbacks: Front yard ±30' Rear yard ±362'
Side yards ±22', ±282'

6. Dimensions of new building 4' x 8' booth

Addition _____

In addition, state front, side, rear of existing structure:

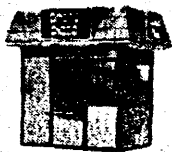
I do hereby affirm that all fees, permits and charges applicable under the laws and ordinances of the State of New York and the Town of New Windsor will be paid and that for advertising of public hearing or meeting will be paid. Also, any legal or engineering fees for review of this project.

Signed: Edward G. Ludwig
(APPLICANT)
Edward G. Ludwig
Director of Operations

Maps Required for:

Planning Board
Highway Dept.
Sanitation Dept.
Water Dept.
County Planning Board
Building Inspector

Action of the Zoning Board of Appeals



... photo plaza ... p.o. box p-38 ... clifton n.j. 07015

AN ASSET TO THE COMMUNITY

Photo Plaza offers an important personal service to the members of the community.

Our operation is clean and simple.

Our drive-up units are located generally in parking areas of shopping centers with good visibility and ease of ingress and egress.

The customers we attract in many instances account for additional sales for other local merchants.

We help to keep business within the area rather than to have residents patronize a similar service in another community.

We employ local residents to work in our units.

Photo Plaza uses local banking services and advertises in local publications.

PHOTO PLAZA CONTRIBUTES TO THE WELL BEING
OF THE COMMUNITY IN GENERAL.



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THE PHOTO PLAZA CONCEPT

The trend in marketing is influenced more and more by convenience, particularly when providing services. One of the most obvious reflections of this is the increasing popularity of drive-up banking. Photo Plaza provides a similar drive-up convenience for customers who want photo developing. Primarily, each Photo Plaza unit is a drop-off and pick-up station for film to be processed. We do not compete with local camera shops whose sales consist predominantly of photographic equipment.

AN EXPERIENCED, RELIABLE COMPANY

Photo Plaza is a division of Union Photo Company, Clifton, New Jersey, a company which has been processing film for the past forty years. We maintain our own multi-million dollar facilities utilizing the latest in sophisticated computer equipment. As a result, we have achieved an outstanding reputation for quality, reliability, and service. All of these elements are essential for the success of each of our Photo Plaza drive-up units. The key to our operation is in streamlining the sequence of getting film quickly from the customer to our photo processing lab and back again.



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ANALYSIS OF BUSINESS ACTIVITY

Due to the amount of the average customer sale, approximately \$7.00 per transaction, the number of customers serviced in order for a Photo Plaza drive-up unit to be successful, is relatively limited.

Studies reveal that there is no set pattern in regard to the time of day during which Photo Plaza attracts customers. We appeal to a wide group of customers who patronize Photo Plaza at different times throughout the day, such as:

The person in a hurry on his way to work or on his way home.

The businessman who has no specific work schedule.

The housewife who shops frequently throughout the week as her needs arise.

The woman with a car full of children who doesn't want to park the car to shop.

... and all of the impulse buyers.

As a result, the customers we service are spread out throughout the day, thereby avoiding a stack-up of customers. In addition, the time required to service a customer is limited to a matter of seconds...anywhere from 45 seconds to one minute.



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EXHIBIT A

The following report reflects the traffic count at:

PHOTO PLAZA
Tennent Nine Shopping Center
Route 9 & Tennent Rd.
Manalapan Twsp, N.J.

Factors considered:

- 1- Average type location
- 2- Customer count covering an extended period.
- 3- Normal monthly advertising promotion.

Period Covered: 11/1/76 thru 12/9/76 (33 days)

33 days - 345 cars brought in processing work.

*Average - 10-1/2 cars per day

Average - 1-7/10 rolls of film per car

*For convenience we will assume that for every car dropping off film, there will one car picking up finished prints.

TOTAL CARS PER DAY - 21

CARS PER HOUR (10 hour day) - 2.1

TIME TO SERVICE EACH CAR - less than 2 minutes.

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EXHIBIT B

The following report reflects the traffic count at:

PHOTO PLAZA
Topps Shopping Center
897 Orange Ave. (U.S.1-Post Rd)
West Haven, Conn.

Factors Considered:

- 1- Average type location
- 2- Exposed to heavy traffic flow on major artery.
(No traffic dividers on highway)
- 3- Normal monthly advertising promotion.

Period Covered: 11/10/76 thru 11/19/76 (9 days)

9 days - 75 cars brought in processing work.

*Average - $8\frac{1}{3}$ cars per day

Average - 1-6/10 rolls of film per car.

*For convenience we will assume that for every car dropping off film, there will be one car picking up finished prints.

TOTAL CARS PER DAY - $16\frac{2}{3}$

CARS PER HOUR (10 hour day) - 1.7

TIME TO SERVICE EACH CAR - less than 2 minutes



April 18, 1977

Mr. Robert Rachesky
Union Photo Company, Inc.
P. O. Box P 193
Clifton, New Jersey 07015

Dear Mr. Rachesky:

As you probably know from your own experience, problem situations tend to usurp most of our time in credit administration. Not often enough do we have the opportunity to devote attention to those people like you who make our job easier.

Your account deserves special recognition for the excellent payment record you have maintained. You should be proud of this achievement, not only because of the benefit we both share from it, but also since it is a reflection of financial integrity and sound managerial ability on your part.

We want you to know that our relationship with you is a very valuable asset of the Eastman Kodak Company, and we look forward to many more years of this pleasant association.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'H. C. Dixon', is written over the typed name.

Henry C. Dixon
General Credit Manager

HCD:pbp

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EXHIBIT C

The following report reflects the traffic count at:

PHOTO PLAZA
Sussex County Mall
Newton, N.J.

Factors Considered:

- 1- Most successful unit in our chain.
- 2- Outstanding location and Shopping Area.
- 3- Heavy traffic flow on major highway.
(Route 206 - no highway traffic divider)
- 4- Peak advertising promotion in August.
("Any size roll of color film developed with prints - 97¢")
- 5- Prime holiday period in September - Labor Day

Period Covered: 3 days in August 1976
4 days in September 1976

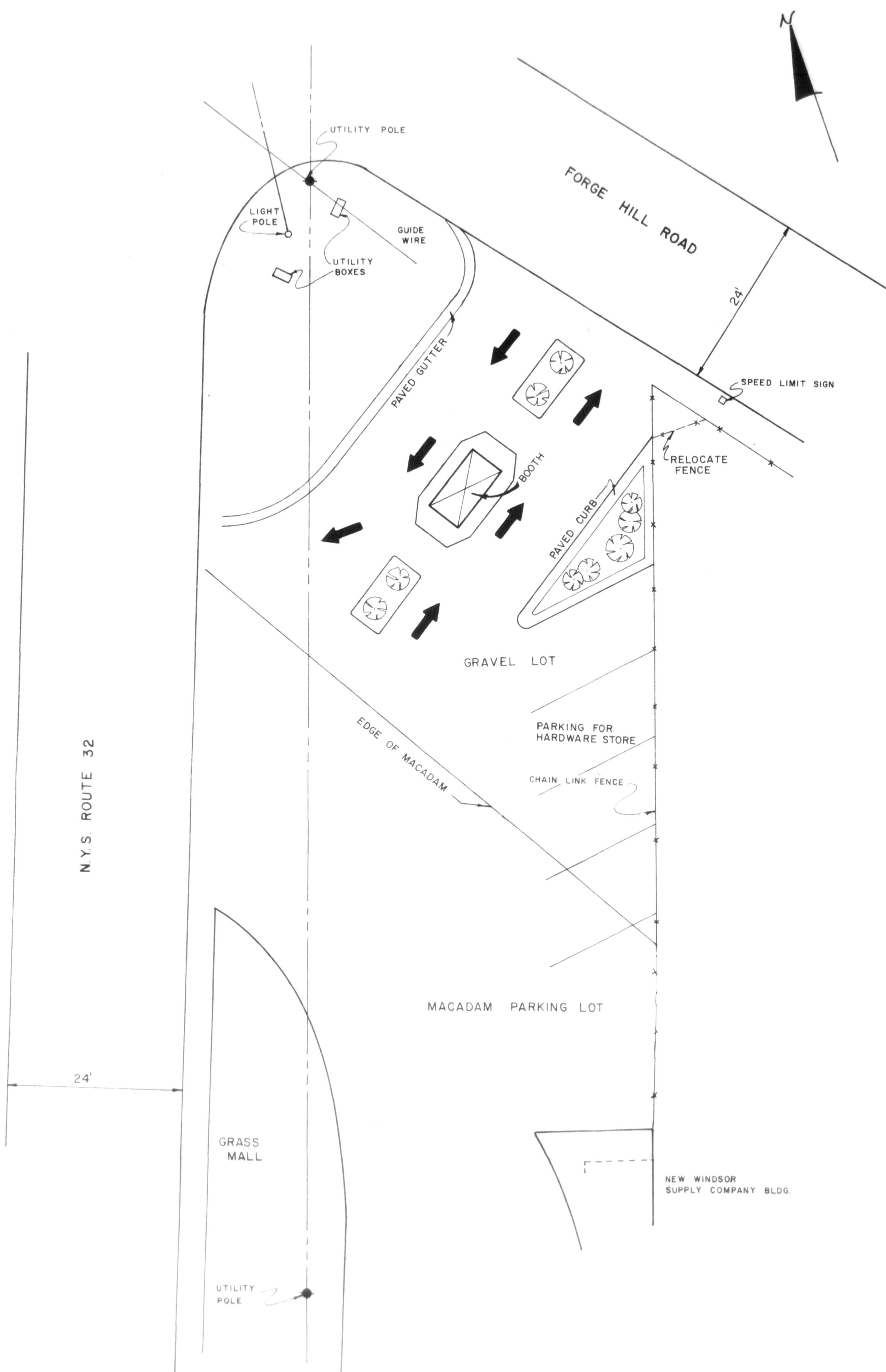
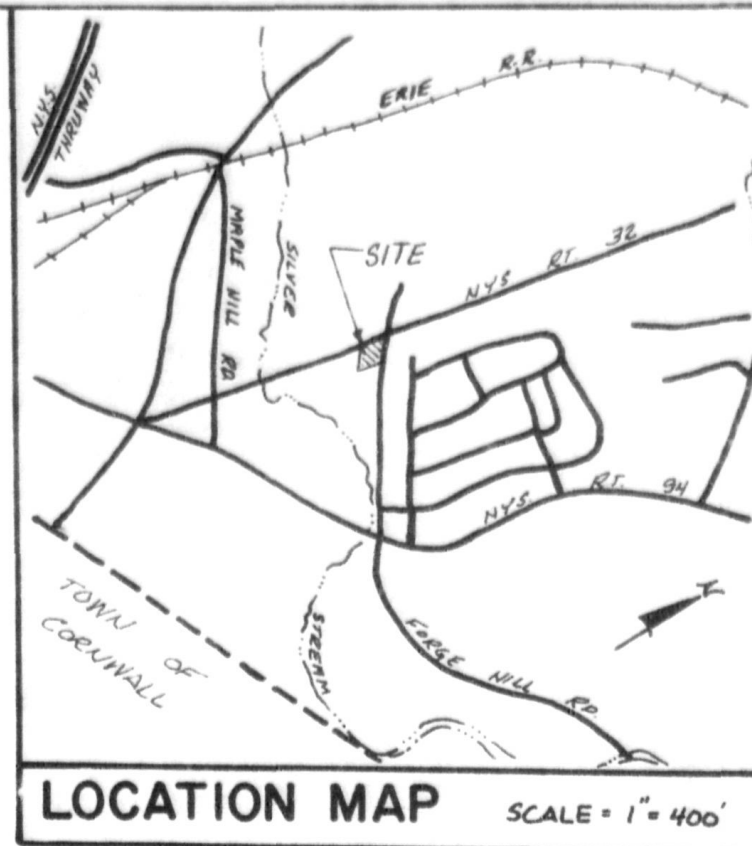
7 days - 235 cars brought in processing work.

*Average - 34 cars per day

Average - 1-7/10 rolls of film per car.

*For convenience we will assume that for every car dropping off film, there will be one car picking up finished prints.

TOTAL CARS PER DAY - 68
CARS PER HOUR (10 hour day) - 6.8
TIME TO SERVICE EACH CAR - less than 2 minutes.



ZONING REGULATIONS

C DISTRICT DESIGN SHOPPING	
MINIMUM LOT AREA IN SQ. FT. 40,000	
" FRONT YARD	60'
" REAR YARD	30'
" ONE SIDE YARD	30'
" TOTAL BOTH YARDS	70'

LEO J. CARROLL P.E., L.S.
53 HIGHLAND AVENUE
(914) 343-7994 MIDDLETOWN N.Y. 10940

PHOTO PLAZA SITE PLAN

PHOTO PLAZA INC.
1240 MAIN AVENUE
CLIFTON, NEW JERSEY

REF. 7754	REVISED:
SCALE: 1" = 10'	
DATE: 8/2/77	
DRAWN: D.R.W.	SHEET NO.
CHECKED:	1 OF 1